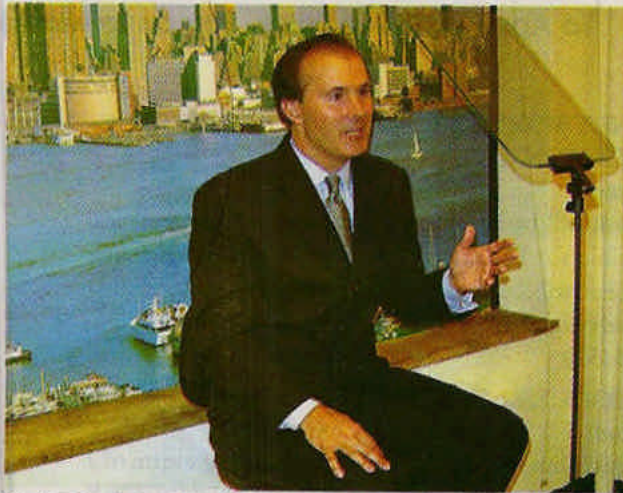


Media Projection

It's a skill that even CEOs need to acquire.



Media Training Worldwide's Walker: More than just style

YES, YES, THE 'CEO CULT' IS FAST FADING. BUT NO chief executive officer (CEO) can deny how much extra market cap there is in getting across nicely to the world at large. More than enough value, by most estimates, to pay for a few training bills on media projection. Hoping to bill India's CEOs for such skills is T.J. Walker, President of the New York-based Media Training Worldwide, who has joined forces with Mumbai-based communications consultant Ravi Shyam.

Walker's media-maxing tips range from what to wear on TV (no white shirts, no light ties, no jazzy colours either) and how to sit in the studio (leaning forward adds stature), to how to get out the specific sound bites of your choice. Says Walker, who has helped honchos at Thomas Cook and Actis: "Successfully dealing with the media is often no different from succeeding in any other part of your business; it requires planning, strategy, hard work and allocation of resources." These don't include wired jackets, presumably. ■

SAHAD P.V.